

# IMAGINING THE LABEL

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**B**eginning a design on any label starts with a process of research and inspiration. This was to be a wine celebrating an iconic game in Jets history—Super Bowl III, the game Joe Namath closed down. José Rey sent me the Jets logo of the era, and I started with streaming the original broadcast of the game. Immersed in the sounds and sights of the 1960's, the design direction began. —Lisa

We looked to develop a label that paid homage to the 1968 Championship Team and serves as a direct continuation of the Jets Uncorked brand. Using the color palette of the iconic 1960's uniforms as a starting point, the label merged the notion of honoring the past with the future of the Jets Uncorked line. The result is a label that is infused with meaning, history, and pays tribute to an iconic moment in New York Jets history. —José

## Elements of the design:

### THE STRIPES

Reminiscent of the Jets 1968 uniforms.

### THE SHAPE


Angled label looks back at an iconic moment in Jets history.


### THE LOGO

Period logo honoring the historic Championship Team.

### THE PLAY

Paying homage to the game winning run, and the first **JETSUNCORKED** release.



**WINEBYDESIGN**  **A TASTE OF HISTORY**

On January 12, 1969, the New York Jets forever changed the landscape of football, shocking the world with an iconic 16-7 victory in Super Bowl III. To honor the 50<sup>th</sup> Anniversary of this transcending moment, the Jets have partnered with fifth generation Napa Valley winemaker Joe Wagner, who has crafted this premium California Red Wine. Two powerful legacies combine to bring you this limited-edition release.

Jets Uncorked Championship Reserve is a bold, full-bodied red, created with the spirit and passion of the Green and White in mind.

**JETSUNCORKED:**  
Celebrating the Golden Anniversary

[NYJETS.COM/WINE](http://NYJETS.COM/WINE)

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JETSUNCORKED CHAMPIONSHIP RESERVE  
2016 CALIFORNIA RED WINE BLEND  
WINE BY DESIGN: A LIFESTYLE MARKETING AGENCY  
BOTTLED BY COPPER CANE, RUTHERFORD, CA  
ALC. 15.4% BY VOL. • 750 ML

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. **CONTAINS SULFITES.**